BACHELOR,BA

Bachelor of Digital Creative Media (Hons)
APEL.Q OPTION

Bachelor of Digital Creative Media (Hons) programme is offered as a full-time and part-time by UCAST. The programme is approved by QUALIFY Approved Centre & WQA and accredited by L'organisme d'accréditation européen. The cours is both challenging and academically rewarding, it delivers an exciting range of media-related modules that strikes a perfect balance between media practice and theory, recognising the important links between media productions and the concepts that drive them.

PROGRAMME DELIVERY

LEARNING MODE

PART-TIME LEARNING MODE Blended Learning

1. Face to Face Learning
2. Self-Managed Learning
3. Online Learning Fully Online Learning

DURATION

3 years (10 semesters)

ASSESSMENT

Coursework 60%   Final Exam 40%

- The programme is internationally benchmarked, approved by QUALIFY Approved Centre & WQA and accredited by the L'organisme d'accréditation européen,
- Interactive learning activities, assignments, online discussions
- Easy access to mobile app anytime, anywhere, any device
- Access to the physical and digital library comprising of around 250,000 e-books, 112,000 e-journals, and 3 million e-theses titles accessible anywhere anytime

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CORE MODULES

FOUNDATION

1. Basic Drawing
2. Creative Thinking
3. Life Drawing
4. Visual & Screen Perception
5. Digital Imaging
6. 2D Animation
7. Photography Arts
8. Film Genre Studies
9. Structural Drawing
10. Script Writing
11. Western Art History
12. Asian Art History
13. Animation History
14. Digital Compositing
15. Basic 3D Modelling
16. Advanced 3D Modelling
17. Basic 3D Animation
18. Material Methodologies
19. Motion Graphic Design

ELECTIVE MODULES

ART RELATED:

1. Soft & Rigid Bodies
2. Particles & Cloth Simulation
3. Character Rigging
4. Character Animation

GENERAL:

1. Fundamentals of English Grammar
2. The Web Economy
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project 2

Career Prospects

- Graphic Designer
- Graphic 3D Animator
- Special Effects
- Art Director
- Videographer
- 2D Artist
- Web Designer
- Interactive Web Specialist
- 3D Texture Artist
- Video Editor
- Motion Graphic Artist
- Multimedia Designer

LEARNING OUTCOME

- Apply knowledge and skills in the field of digital creative media.
- Solve real world problems using digital creative media approach and techniques.
- Express ideas and opinions effectively in various communication style, tools and media.
- Recognise and execute new approach or method in digital creative media projects.
- Deliver and produce ideas and solutions with creative design qualities.
- Participate in a project-based assignment at individual or team level.